

ORDER



Orders
Order / Rev: 692445 - 3
Alt Order #: 06193906
Product Desc: SENATE RACE
Estimate: 490
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 06/20/12 / 08/28/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	20	\$6,010.00	\$5,108.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$6,010.00	\$5,108.50	0.00
Totals	20	\$6,010.00	\$5,108.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$6,010.00
Market	100%	\$85,857.14

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$7,727.14
WCWJ	1%	\$858.57
WJXT	28%	\$24,040.00
WTEV	25%	\$21,464.29
WTLV	30%	\$25,757.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/09/12	10/09/12	The View M-F 11a-12p View	CM	M-F 11a-12p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$225.00		0.00				
2	WJXX	10/09/12	10/15/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTW-F--	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTW-F--			4		\$110.00		0.00				
3	WJXX	10/09/12	10/12/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	-TWTF--	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			4		\$130.00		0.00				

Order / Rev: 692445 - 3
Alt Order #: 06193906
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Nelson, B/ D / US Senate
Product Desc: SENATE RACE
Estimate: 490

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	10/10/12	10/10/12	Wed Prime B Modern Family/ Don't Trust the f	CM	9-10p	--W----	:30	1	\$1,900.00	P-3	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$1,900.00			0.00			
5	WJXX	10/11/12	10/11/12	Thu Prime C SCANDAL	CM	10-11p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1			\$1,500.00			0.00			
6	WJXX	10/10/12	10/15/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-WT---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/10/12	10/16/12	M-WT---		3			\$225.00			0.00			
7	WJXX	10/10/12	10/12/12	Nightline Nightline	CM	M-F 11:35p-12:05a	--W-F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W-F--		2			\$200.00			0.00			
8	WJXX	10/10/12	10/15/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-W----	:30	1	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$110.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$110.00			0.00			
9	WJXX	10/11/12	10/12/12	M-F 10-11AM M-F 10a-11a	CM	M-F 10a-11a	---TF--	:30	2	\$65.00	P-3	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	---TF--		2			\$65.00			0.00			
													Totals	20	\$6,010.00